

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
2 June 2005 (02.06.2005)

PCT

(10) International Publication Number
WO 2005/050513 A1

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/KR2004/003043

(22) International Filing Date:
24 November 2004 (24.11.2004)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:
10-2003-0083475
24 November 2003 (24.11.2003) KR

(71) Applicant (for all designated States except US): **NHN CORPORATION** [KR/KR]; 34th Fl., Startower Building, 737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **BAE, Sang Yong** [KR/KR]; 34th Fl., Startower Building, 737 Yoksam-dong,

Kangnam-gu, Seoul 135-984 (KR). **HA, Jung Soo** [KR/KR]; No. D-403 Eunha Apt., Yeouido-dong, Yeongdeungpo-gu, Seoul 150-010 (KR). **LEE, Woo Sung** [KR/KR]; Na-dong 203 Daekyung rawhouse, 615-6, Sinwol 2-dong, Yangcheon-gu, Seoul 158-092 (KR).

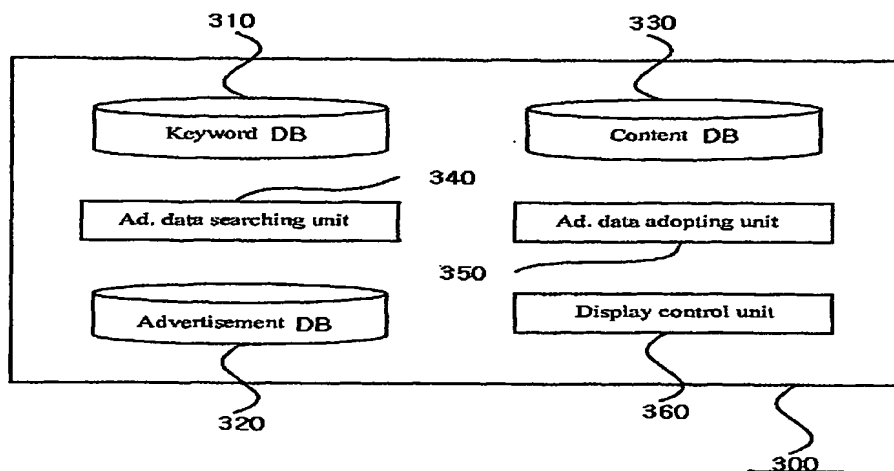
(74) Agent: **CHUN, Sung Jin**; Muhann Patent & Law Firm, 5th Fl., Youngpoong Building, 142 Nonhyun-dong, Kangnam-gu, Seoul 135-749 (KR).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: **ON-LINE ADVERTISING SYSTEM AND METHOD**



(57) Abstract: The present invention relates to an on-line advertising system and method which can provide an advertisement related to predetermined content to a user through a wired/wireless communication network along with the content. An on-line advertising system according to the present invention comprises an advertisement database for maintaining advertisement data, a keyword related thereto and a category corresponding thereto; a content database for maintaining a content identifier for identifying content provided to a user terminal through a communication network, and a category related to the content; an advertisement data searching unit for searching the advertisement database for advertisement data corresponding to a category related to the content; an advertisement data adopting unit for adopting advertisement data from the searched advertisement data, based on predetermined criterion, by using a keyword related to the searched advertisement data; and a display control unit for controlling the adopted advertisement data to be displayed on the user terminal in association with the content.

WO 2005/050513 A1



European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*